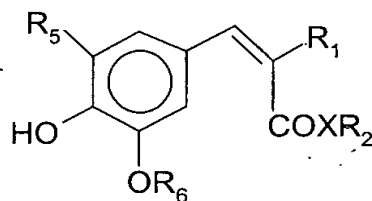


This listing of claims will replace all prior versions, and listings, of claims in the application:

**LISTING OF CLAIMS**

Claim 1 (Previously Canceled)

Claim 2 (Previously Amended): A compound of formula II



II

wherein

C1 R<sub>1</sub> is selected from the group consisting of -C(O)CH<sub>3</sub>, -CO<sub>2</sub>R<sub>3</sub>, and -C(O)NH<sub>2</sub>,  
-C(O)N(R<sub>4</sub>)<sub>2</sub>;

X is O or NH;

R<sub>2</sub> is linear or branched C<sub>1</sub> to C<sub>30</sub> alkyl;

R<sub>3</sub> is linear or branched C<sub>3</sub> to C<sub>20</sub> alkyl; and

each R<sub>4</sub> is independently hydrogen, or linear or branched C<sub>1</sub> to C<sub>8</sub> alkyl;

R<sub>5</sub> is linear or branched C<sub>1</sub>-C<sub>8</sub> alkyl or hydrogen,

and R<sub>6</sub> is C<sub>1</sub> to C<sub>8</sub> alkyl.

Claim 3 (Previously Amended): A compound of claim 2 wherein X is oxygen and R<sub>2</sub> is linear or branched C<sub>1</sub> to C<sub>4</sub> alkyl.

Claim 4 (Previously Amended): A compound of claim 3 wherein R<sub>1</sub> is CO<sub>2</sub>R<sub>3</sub> and, R<sub>3</sub> is linear or branched C<sub>3</sub> to C<sub>8</sub> alkyl.

Claim 5 (Original): A compound of claim 3 wherein R<sub>1</sub> is C(O)CH<sub>3</sub>.

Claim 6 (Original): A compound of claim 3 wherein  $R_1$  is  $-C(O)N(R_4)_2$ , and at least one  $R_4$  is hydrogen and the other is hydrogen or linear or branched  $C_1$  to  $C_4$  alkyl.

Claim 7 (Original): A compound of claim 3 wherein  $R_1$  is  $-C(O)N(R_4)_2$ , and each  $R_4$  is independently linear or branched  $C_1$  to  $C_4$  alkyl.

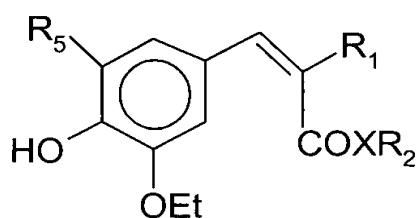
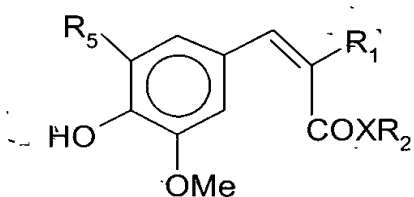
Claim 8 (Original): A compound of claim 2 wherein  $R_6$  is  $C_1$ - $C_4$  alkyl,  $R_1$  is  $-CO_2R_3$ , and at least one of  $R_2$  and  $R_3$  is linear or branched  $C_8$  to  $C_{20}$  alkyl.

Claim 9 (Original): A compound of claim 8 wherein  $R_2$  and  $R_3$  are each linear or branched  $C_8$ - $C_{12}$  alkyl.

Claim 10 (Original): A compound of claim 8 wherein at least one of  $R_2$  and  $R_3$  is linear or branched  $C_{12}$  to  $C_{20}$  alkyl.

Claim 11 (Previously Amended): A compound as in claim 2 wherein  $R_6$  is methyl or ethyl.

Claim 12 (Original): A compound of one of the formulae



wherein

$R_1$  is selected from the group consisting  $-C(O)CH_3$ ,  $-CO_2$  ( $C_1$ - $C_8$  alkyl),  $-C(O)NH_2$ ,  $-C(O)N(C_1-C_4 \text{ alkyl})_2$ , and  $-CN$ ;

$X$  is  $O$  or  $NH$ ; and


$R_2$  is  $C_1$ - $C_{12}$  alkyl, and

$R_5$  is  $C_1$ - $C_8$  linear or branched alkyl.

Claim 13 (Original): A compound of claim 12 wherein X is oxygen and R<sub>2</sub> is linear or branched C<sub>1</sub> to C<sub>4</sub> alkyl .

Claim 14 (Original): A compound of claim 12 wherein R<sub>1</sub> is -CO<sub>2</sub>C<sub>8</sub>H<sub>18</sub>.

Claim 15 (Currently Amended): A compound elected ~~of claim 2 selected~~ from the group consisting of

 ethyl ~~alpha-cyano-3-methoxy-4-hydroxy cinnamate,~~  
~~ethyl alpha-acetyl-3-methoxy-4-hydroxy cinnamate,~~  
iso-propyl-alpha-acetyl-3-methoxy-4-hydroxy cinnamate,  
iso-amyl-alpha-acetyl-3-methoxy-4-hydroxy cinnamate,  
2-ethylhexyl-alpha-acetyl-3-methoxy-4-hydroxy cinnamate,  
~~diethyl-3-methoxy-4-hydroxy benzylidene malonate,~~  
di-(2-ethylhexyl)-3-methoxy- 4-hydroxy benzylidene malonate,  
diisoamyl-3-methoxy-4-hydroxy benzylidene malonate,  
dipalmitoyl-3-methoxy-4-hydroxy benzylidene malonate,  
di-dodecyl-3-methoxy-4-hydroxy benzylidene malonate,  
di-isopropyl-3-methoxy-4-hydroxy benzylidene malonate,  
di-(2-ethylhexyl)-3-methoxy-4-hydroxy-5-isopropyl-benzylidene malonate,  
di-isoamyl-3-methoxy-4-hydroxy-5-tert.butyl-benzylidene malonate,  
iso-amyl-alpha-acetyl-3-methoxy-4-hydroxy-5-isopropyl cinnamate, and  
iso-amyl-alpha-acetyl-3-methoxy-4-hydroxy-5-tert.butyl cinnamate.

Claim 16 (Previously Amended): A sunscreen formulation comprising a compound of claim 2 in an amount effective to absorb illumination in a range above 320 nm wavelength.

Claim 17 (Previously Amended): A sunscreen formulation comprising a compound of claim 2 in an amount effective to absorb illumination in a range of 290 to 400 nm wavelength.

Claim 18 (Previously Amended): A sunscreen formulation as in claim 16, which comprises from 0.1 to 40 wt.% of a compound of formula II.

Claim 19 (Original): A sunscreen formulation as in claim 16 comprising an additional organic sunscreen agent for filtering UV-B, UV-A rays or both.

Claim 20 (Previously Amended): A sunscreen formulation as in claim 18 wherein the compound of formula II stabilizes the additional sunscreen agent against degradation from exposure to light.

Claim 21 (Original): A sunscreen formulation as in claim 18, which additionally comprises an inorganic metal oxide sunscreen agent.

C  
Claim 22 (Previously Amended): A personal care formulation that comprises a compound of claim 2 in an amount effective to absorb illumination in a range above 320 nm wavelength, a cosmetically acceptable carrier and at least one cosmetic adjuvant selected from the group consisting of preservatives, antifoams, perfumes, oils, waxes, propellants, dyes, pigments, waterproofing agents, emulsifiers, surfactants, thickeners, humectants, exfoliants and emollients.

Claim 23 (Original): A personal care formulation as in claim 22 which is in a form selected from the group consisting of creams, ointment, suspensions, powders, oily lotions, oleo-alcoholic lotions, fatty gels, oleo-alcoholic gels, solid sticks, foams, emulsions, liquid dispersions, sprays and aerosols.

Claim 24 (Previously Amended): A sunscreen formulation as in claim 19, which is free of photostabilizers other than compounds of formula II, which is present in an amount within the range of 0.1% to 40 wt% of said sunscreen formulation.

Claim 25 (Original): A method of protecting a substrate from UV radiation which comprises applying a sunscreen formulation of claim 16 to said substrate.

Claim 26 (Original): A method as of protecting a substrate of skin or hair from UV radiation which comprises applying a personal care formulation of claim 22 to a substrate of skin or hair.

Claim 27 (Previously Amended): A method of improving the photostability of a sunscreen formulation said method comprising adding a compound of formula II of claim 2 to said sunscreen formulation in an amount sufficient to improve the photostability of said sunscreen agent.

Claim 28 (Previously Amended): A method as in claim 27 wherein the amount of compound of formula II added to the sunscreen formulation falls within the range of 0.1% to 40wt% of said sunscreen formulation.

Claim 29 (Previously Amended): A method as in claim 26 wherein the personal care formulation additionally comprises an antioxidant selected from the group consisting of tocopherols, tocopherylacetate, Ascorbic acid, Emblica antioxidants, Proanthocyanidins, Rosemary antioxidants, green tea polyphenols, gallic acid, ellagic acid, butylhydroxy toluene and butylhydroxy anisole.

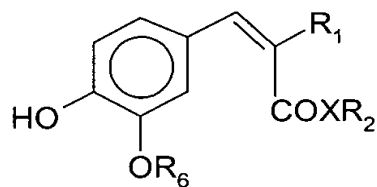
C | Claim 30 (Previously Amended): A personal care formulation comprising at least one compound of claim 2 and an antioxidant other than a compound of formula II.

Claim 31 (Previously Amended): A personal care formulation as in claim 30 wherein the antioxidant is selected from the group consisting of Tocopherols, tocopherylacetate, Ascorbic acid, Emblica antioxidants, Proanthocyanidins, Rosemary antioxidants, green tea polyphenols, gallic acid, ellagic acid, butylhydroxy toluene and butylhydroxy anisole.

Claim 32 (Previously Amended): A personal care formulation which comprises a compound of claim 2 in an amount effective to protect formulation ingredients from oxidation.

Claim 33 (Original): A personal care formulation as in claim 32, which is in the form of lipsticks, foundation, make-up, loose or press powder, eye blush, eye shadows or nail lacquer.

Claim 34 (Previously Amended): A compound of the formula below



wherein

$R_1$  is selected from the group consisting of  $-C(O)CH_3$ ,  $-CO_2R_3$ ,  $-C(O)NH_2$ , and  $-C(O)N(R_4)_2$ ,

X is O or NH;

$R_2$  is linear or branched  $C_1$  to  $C_{30}$  alkyl;

$R_3$  is linear or branched  $C_1$  to  $C_{20}$  alkyl;

each  $R_4$  is independently hydrogen, or linear or branched  $C_1$  to  $C_8$  alkyl;

and  $R_6$  is  $C_1$  to  $C_8$  alkyl;

subject to at least one of provisos a)-e):

- a)  $R_1$  is  $-CO_2R_3$  and  $R_3$  is linear or branched  $C_3$  to  $C_{20}$  alkyl,
- b)  $R_1$  is  $-C(O)N(R_4)_2$  and at least one  $R_4$  is linear or branched  $C_1$  to  $C_8$  alkyl,
- c)  $R_2$  is linear or branched  $C_3$  to  $C_{30}$  alkyl
- d) X is NH or
- e)  $R_6$  is  $C_2$  to  $C_8$  alkyl.

Claim 35 (Previously added): A compound of claim 34 wherein  $R_1$  is  $-CO_2R_3$  and  $R_3$  is linear or branched  $C_8$  to  $C_{20}$  alkyl.

Claim 36 (Previously added): A compound of claim 34 wherein  $R_1$  is  $-C(O)N(R_4)_2$  and at least one  $R_4$  is linear or branched  $C_1$  to  $C_8$  alkyl.

Claim 37 (Previously added): A compound of claim 34 wherein  $R_2$  is linear or branched  $C_8$  to  $C_{20}$  alkyl.

Claim 38 (Previously added): A compound of claim 34 wherein X is NH.

Claim 39 (Previously Amended): A sunscreen formulation comprising a compound of claim 2 15 in an amount effective to absorb illumination in a range above 320 nm wavelength.

Claim 40 (Previously added): A sunscreen formulation comprising a compound of claim 34 in an amount effective to absorb illumination in a range above 320 nm wavelength.

Claim 41. (Previously added): A sunscreen formulation as in claim 39 comprising an additional organic sunscreen agent for filtering UV-B , UV-A rays or both.

Claim 42 (Previously added) A sunscreen formulation as in claim 40 comprising an additional organic sunscreen agent for filtering UV-B , UV-A rays or both.

C  
Claim 43 (Previously Amended): A personal care formulation that comprises a compound of claim 2 15 in an amount effective to absorb illumination in a range above 320 nm wavelength, a cosmetically acceptable carrier and at least one cosmetic adjuvant selected from the group consisting of preservatives, antifoams, perfumes, oils, waxes, propellants, dyes, pigments, waterproofing agents, emulsifiers, surfactants, thickeners, humectants, exfoliants and emollients.

Claim 44 (Previously added): A personal care formulation that comprises a compound of claim 34 in an amount effective to absorb illumination in a range above 320 nm wavelength, a cosmetically acceptable carrier and at least one cosmetic adjuvant selected from the group consisting of preservatives, antifoams, perfumes, oils, waxes, propellants, dyes, pigments, waterproofing agents, emulsifiers, surfactants, thickeners, humectants, exfoliants and emollients.

Claim 45 (Previously added): A method of protecting a substrate from UV radiation which comprises applying a sunscreen formulation of claim 39 to said substrate.

Claim 46 (Previously Added): A method of protecting a substrate from UV radiation which comprises applying a sunscreen formulation of claim 40 to said substrate.

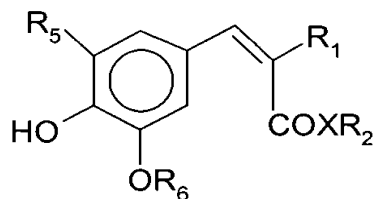
Claim 47. (Previously Amended): A method of improving the photostability of a sunscreen formulation said method comprising adding a compound of claim 2 15 to said sunscreen formulation in an amount sufficient to improve the photostability of said sunscreen agent.

Claim 48 (Previously added): A method of improving the photostability of a sunscreen formulation said method comprising adding a compound of claim 34 to said sunscreen formulation in an amount sufficient to improve the photostability of said sunscreen agent.

C  
Claim 49 (Previously added): A personal care formulation which comprises a compound of claim 2 in an amount effective to protect formulation ingredients from oxidation.

Claim 50. (Previously added): A personal care formulation which comprises a compound of claim 34 in an amount effective to protect formulation ingredients from oxidation.

51. (Previously Added) A compound of formula II



II

wherein

R<sub>1</sub> is selected from the group consisting of -C(O)CH<sub>3</sub>, -CO<sub>2</sub>R<sub>3</sub>, and -C(O)NH<sub>2</sub>, -C(O)N(R<sub>4</sub>)<sub>2</sub>;



X is O or NH;

R<sub>2</sub> is linear or branched C<sub>3</sub> to C<sub>30</sub> alkyl;

R<sub>3</sub> is linear or branched C<sub>1</sub> to C<sub>20</sub> alkyl; and

each R<sub>4</sub> is independently hydrogen, or linear or branched C<sub>1</sub> to C<sub>8</sub> alkyl;

R<sub>5</sub> is linear or branched C<sub>1</sub>-C<sub>8</sub> alkyl or hydrogen,

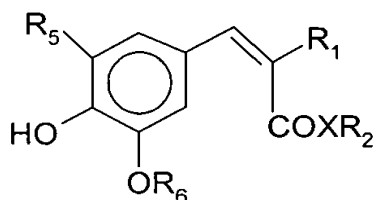
and R<sub>6</sub> is C<sub>1</sub> to C<sub>8</sub> alkyl.

52. (Previously Added) A compound of claim 51 wherein R<sub>6</sub> is C<sub>1</sub>-C<sub>8</sub> alkyl, X is oxygen and R<sub>2</sub> is linear or branched C<sub>3</sub> to C<sub>4</sub> alkyl.

53. (Previously Added) A compound of claim 51 wherein R<sub>1</sub> is CO<sub>2</sub>R<sub>3</sub> and, R<sub>3</sub> is linear or branched C<sub>1</sub> to C<sub>8</sub> alkyl.

54. (Previously Added) A compound as in claim 51 wherein R<sub>6</sub> is methyl or ethyl.

55. (Previously Added) A compound of formula II



II

wherein

R<sub>1</sub> is selected from the group consisting of -C(O)CH<sub>3</sub>, -CO<sub>2</sub>R<sub>3</sub>, -C(O)NH<sub>2</sub>, -C(O)N(R<sub>4</sub>)<sub>2</sub>, and -CN;

X is O or NH;

R<sub>2</sub> is linear or branched C<sub>1</sub> to C<sub>30</sub> alkyl;

R<sub>3</sub> is linear or branched C<sub>1</sub> to C<sub>20</sub> alkyl; and

each R<sub>4</sub> is independently hydrogen, or linear or branched C<sub>1</sub> to C<sub>8</sub> alkyl;

R<sub>5</sub> is linear or branched C<sub>1</sub>-C<sub>8</sub> alkyl,

and  $R_6$  is  $C_1$  to  $C_8$  alkyl.

56. (Previously Added) A compound of claim 55 wherein  $R_6$  is  $C_1$ - $C_8$  alkyl, X is oxygen and  $R_2$  is linear or branched  $C_1$  to  $C_4$  alkyl.

57. (Previously Added) A compound of claim 55 wherein  $R_1$  is  $CO_2R_3$  and,  $R_3$  is linear or branched  $C_1$  to  $C_8$  alkyl.

58. (Previously Added) A compound of claim 55 wherein  $R_1$  is  $C(O)CH_3$ .

59. (Previously Added) A compound of claim 55 wherein  $R_1$  is -  $C(O)N(R_4)_2$ , and at least one  $R_4$  is hydrogen and the other is hydrogen or linear or branched  $C_1$  to  $C_4$  alkyl.

60. (Previously Added) A compound of claim 55 wherein  $R_1$  is -  $C(O)N(R_4)_2$ , and each  $R_4$  is independently linear or branched  $C_1$  to  $C_4$  alkyl.

61. (Previously Added) A compound as in claim 55 wherein  $R_6$  is methyl or ethyl.

62. (Previously Added) A compound according to claim 2, wherein  $R_5$  is isopropyl or tert-butyl.

63. (Previously Added) A compound according to claim 22, wherein  $R_5$  is isopropyl or tert-butyl.

64. (Previously Added) A compound according to claim 51, wherein  $R_5$  is isopropyl or tert-butyl.

65. (Previously Added) A compound according to claim 55, wherein  $R_5$  is isopropyl or tert-butyl.

66. (Previously Added) A sunscreen formulation comprising a compound of claim 51 in an amount effective to absorb illumination in a range above 320 nm wavelength.

67. (Previously Added) A sunscreen formulation comprising a compound of claim 51 in an amount effective to absorb illumination in a range of 290 to 400 nm wavelength.

68. (Previously Added) A sunscreen formulation as in claim 67 comprising an additional organic sunscreen agent for filtering UV-B , UV-A rays or both.

69. (Previously Added) A sunscreen formulation as in claim 67, which additionally comprises an inorganic metal oxide sunscreen agent.

C 70. (Previously Added) A personal care formulation that comprises a compound of claim 51 in an amount effective to absorb illumination in a range above 320 nm wavelength, a cosmetically acceptable carrier and at least one cosmetic adjuvant selected from the group consisting of preservatives, antifoams, perfumes, oils, waxes, propellants, dyes, pigments, waterproofing agents, emulsifiers, surfactants, thickeners, humectants, exfoliants and emollients.

71. (Previously Added) A personal care formulation as in claim 70 which is in a form selected from the group consisting of creams, ointment, suspensions, powders, oily lotions, oleo-alcoholic lotions, fatty gels, oleo-alcoholic gels, solid sticks, foams, emulsions, liquid dispersions, sprays and aerosols.

72. (Previously Added) A sunscreen formulation as in claim 67, which is free of photostabilizers other than compounds of formula II, which is present in an amount within the range of 0.1% to 40 wt% of said sunscreen formulation.

73. (Previously Added) A personal care formulation comprising at least one compound of claim 51 and an antioxidant other than a compound of formula II.

74. (Previously Added) A sunscreen formulation comprising a compound of claim 55 in an amount effective to absorb illumination in a range above 320 nm wavelength.

75. (Previously Added) A sunscreen formulation comprising a compound of claim 55 in an amount effective to absorb illumination in a range of 290 to 400 nm wavelength.

76. (Previously Added) A sunscreen formulation as in claim 74 comprising an additional organic sunscreen agent for filtering UV-B , UV-A rays or both.

77. (Previously Added) A sunscreen formulation as in claim 74, which additionally comprises an inorganic metal oxide sunscreen agent.

C 78. (Previously Added) A personal care formulation that comprises a compound of claim 55 in an amount effective to absorb illumination in a range above 320 nm wavelength, a cosmetically acceptable carrier and at least one cosmetic adjuvant selected from the group consisting of preservatives, antifoams, perfumes, oils, waxes, propellants, dyes, pigments, waterproofing agents, emulsifiers, surfactants, thickeners, humectants, exfoliants and emollients.

79. (Previously Added) A personal care formulation as in claim 78 which is in a form selected from the group consisting of creams, ointment, suspensions, powders, oily lotions, oleo-alcoholic lotions, fatty gels, oleo-alcoholic gels, solid sticks, foams, emulsions, liquid dispersions, sprays and aerosols.

80. (Previously Added) A sunscreen formulation as in claim 74, which is free of photostabilizers other than compounds of formula II, which is present in an amount within the range of 0.1% to 40 wt% of said sunscreen formulation.

81. (Previously Added) A personal care formulation comprising at least one compound of claim 55 and an antioxidant other than a compound of formula II.

82. (Previously Added) A sunscreen formulation comprising a compound of claim 15 in an amount effective to absorb illumination in a range of 290 to 400 nm wavelength.

83. (Previously Added) A sunscreen formulation as in claim 39 comprising an additional organic sunscreen agent for filtering UV-B , UV-A rays or both.

84. (Previously Added) A sunscreen formulation as in claim 39, which additionally comprises an inorganic metal oxide sunscreen agent.

85. (Previously Added) A personal care formulation as in claim 43 which is in a form selected from the group consisting of creams, ointment, suspensions, powders, oily lotions, oleo-alcoholic lotions, fatty gels, oleo-alcoholic gels, solid sticks, foams, emulsions, liquid dispersions, sprays and aerosols.

C  
86. (Previously Added) A sunscreen formulation as in claim 39, which is free of photostabilizers other than compounds of formula II, which is present in an amount within the range of 0.1% to 40 wt% of said sunscreen formulation.

87. (Previously Added) A personal care formulation comprising at least one compound of claim 15 and an antioxidant other than a compound of formula II.

88. (Previously Added) A personal care formulation which comprises a compound of claim 15 in an amount effective to protect formulation ingredients from oxidation.

89. (Previously Added) A personal care formulation which comprises a compound of claim 51 in an amount effective to protect formulation ingredients from oxidation.

90. (Previously Added) A personal care formulation which comprises a compound of claim 55 in an amount effective to protect formulation ingredients from oxidation.